

## Details of Open courses under School of Distance Education

### 2011 Admission onwards

Sl.No	Open Course
1	Spoken Arabic
2	E-Commerce
3	Basic Accounting
4	Introduction to IT and Programming in C
5	Kerala Economy
6	English for Competitive Examination and Business Purpose
7	India Struggle for Freedom
8	ചലച്ചിത്ര പഠനങ്ങൾ
9	Business Mathematics
10	Human Rights in India
11	Social Psychology
12	Operational Research

Students can opt one of the above Courses other than their Core Course.

See next page

Sl.No	Program	Open Course to be Selected
1	B.Com	Spoken Arabic E-Commerce Kerala Economy English for Competitive Examination and Business Purpose India Struggle for Freedom ചലച്ചിത്ര പഠനങ്ങൾ Business Mathematics Human Rights in India Social Psychology
2	B.C.A	Spoken Arabic E-Commerce Basic Accounting Kerala Economy English for Competitive Examination and Business Purpose India Struggle for Freedom ചലച്ചിത്ര പഠനങ്ങൾ Business Mathematics Human Rights in India Social Psychology Operational Research
3	B.B.A	Spoken Arabic Basic Accounting Introduction to IT and Programming in C Kerala Economy English for Competitive Examination and Business Purpose India Struggle for Freedom ചലച്ചിത്ര പഠനങ്ങൾ Business Mathematics Human Rights in India Social Psychology Operational Research

4	B.A Afsal-Ul-Ulama	E-Commerce Basic Accounting Introduction to IT and Programming in C Kerala Economy English for Competitive Examination and Business Purpose India Struggle for Freedom ചലച്ചിത്ര പഠനങ്ങൾ Business Mathematics Human Rights in India Social Psychology Operational Research
5	B.A English	Spoken Arabic E-Commerce Basic Accounting Introduction to IT and Programming in C Kerala Economy India Struggle for Freedom ചലച്ചിത്ര പഠനങ്ങൾ Business Mathematics Human Rights in India Social Psychology Operational Research
6	B.A Economics	Spoken Arabic E-Commerce Basic Accounting Introduction to IT and Programming in C English for Competitive Examination and Business Purpose India Struggle for Freedom ചലച്ചിത്ര പഠനങ്ങൾ Business Mathematics Human Rights in India Social Psychology Operational Research
7	B.A History	Spoken Arabic E-Commerce Basic Accounting Introduction to IT and Programming in C Kerala Economy English for Competitive Examination and Business Purpose ചലച്ചിത്ര പഠനങ്ങൾ Business Mathematics Human Rights in India Social Psychology Operational Research

8	B.A Sociology	<del>Spoken Arabic E-Commerce Basic Accounting Introduction to IT and Programming in C Kerala Economy English for Competitive Examination and Business Purpose India Struggle for Freedom ചലച്ചിത്ര പഠനങ്ങൾ Business Mathematics Human Rights in India Operational Research</del>
9	B.A Political Science	Spoken Arabic E-Commerce Basic Accounting Introduction to IT and Programming in C Kerala Economy English for Competitive Examination and Business Purpose India Struggle for Freedom ചലച്ചിത്ര പഠനങ്ങൾ Business Mathematics Social Psychology Operational Research
10	B.A Malayalam	Spoken Arabic E-Commerce Basic Accounting Introduction to IT and Programming in C Kerala Economy English for Competitive Examination and Business Purpose India Struggle for Freedom Business Mathematics Human Rights in India Social Psychology Operational Research
11	B.A Anthropology	Spoken Arabic E-Commerce Basic Accounting Introduction to IT and Programming in C Kerala Economy English for Competitive Examination and Business Purpose India Struggle for Freedom ചലച്ചിത്ര പഠനങ്ങൾ Business Mathematics Human Rights in India Social Psychology Operational Research

12	B.Sc Mathematics	Spoken Arabic E-Commerce Basic Accounting Introduction to IT and Programming in C Kerala Economy English for Competitive Examination and Business Purpose India Struggle for Freedom ചരിത്രപഠനങ്ങൾ Human Rights in India Social Psychology Operational Research
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Syllabus Attached

## **ARABIC OPEN COURSE**

<i>Course Code</i>	<i>Title of The Course</i>	<i>Credit</i>	<i>Year</i>
SDE3D01AUA	Spoken Arabic	4	3

### **Detailed Syllabus for Arabic Open Course**

#### **SPOKEN ARABIC**

<b>Course Code</b>	<b>Year</b>	<b>Credit</b>
<b>SDE3D01AUA</b>	<b>Third</b>	<b>4</b>

**Course Outline:**

The following Chapters for study from the Book "Arabic for Dummies" By Amine Bouchentouf, Published by Wiley Publishing, Inc.

- Chapter 3: As-salaamu alaykum! – Greetings and Introductions
- Chapter 4: Getting to know you – Making small talk
- Chapter 5: This is delicious! Eating in and Dining out
- Chapter 6: Going shopping
- Chapter 7: Around town
- Chapter 8: Enjoying yourself – Recreation
- Chapter 9: Talking on the phone
- Chapter 10: At the office and around the House
- Chapter 11: Money, Money, Money
- Chapter 12: Asking for directions
- Chapter 13: Staying at a hotel
- Chapter 14: Getting from here to there – Transportation
- Chapter 15: Planning a trip
- Chapter 16: Handling an emergency

SCHOOL OF DISTANCE EDUCATION ,KANNUR UNIVERSITY

B.B.A. THIRD YEAR  
(2011 ADMISSION ONWARDS)  
SDE-3D01-BBA (Open Course): E-COMMERCE

Number of credits:4

**Objectives :**

*To give an understanding to the students about the need for E-commerce, its operational framework, the major areas of E-Commerce applications and to give an exposure to the cyber laws.*

**Module I**

**Introduction :** Business operations – Basic features – Elements- limitations of traditional commerce – E-commerce- origin- growth- basic technologies- features- components- advantages- limitations- types of E-commerce.

**Module II**

**E-Commerce – operational framework & security .**Computer system- Hardware – Software- Networks- Types- Extranet- Internet- Basics- feature- internet-services- Email – Internet Addressing – URL- www- web browsers- types- internet protocol- HTML – HTTP-

**Module III**

**Cyber Security-** Internet vulnerable- Hacking. Data theft, vandalism, cyber frauds, cookies, spanner etc- protection measures- pass words- firewalls, encryption , website protection .

**Module IV**

**Web Commerce:** Electronic market place- features- advertising and online marketing- purchase online- Handling money on net

**Module V**

**Electronic Payment Systems-** types- credit cards- electronic Cheque- Electronic Data Interchange – meaning, components- business application.

**Module VI**

**E-commerce – Application Areas:** E- banking special feature- EFT - E-Governance – models, online trading -E Commerce in auctions. Travel & Tourism, Supply chain management etc. - e shopping.

**Module VII**

**Cyber Laws:** Information Technology Act 2000 – scope- definitions – objectives- authentication of electronic records – powers of central Govt.- Certifying authority- duties of subscribers – digital signature- private key, public key- penalties and adjudication – CRAT- Offences.

**Reference:**

1. Information Technology : BS Jolly & K.S Jolly (Suchitha Prakashan)
2. A profile of information Technology  
-Computer Digest : HR Banerjee (Jaico)
3. Electronic Commerce : Efraim Turban, Jae Lee, David King  
& Michael Chung (Pearson Edn. Asia, Delhi)
- 4 Frontiers of electronic commerce :  
Ravi Kalkotta & Andrew B  
Whinston (Wesley, Delhi)
- 5 E-Commerce John Wiley & Sons, Heary



SCHOOL OF DISTANCE EDUCATION, KANNUR UNIVERSITY

B.COM. THIRD YEAR  
(2011 ADMISSION ONWARDS)  
SDE-3D01-COM (Open Course): BASIC ACCOUNTING

Number of credits:4

Objectives of the Course:

To enable the students to acquire knowledge of accounting principles and practice

Course Outline

Module- I

Introduction to accounting-Meaning -Objectives Basic accounting terms Fundamental assumptions-Basic and Modifying Principles-The base of accounting(Double Entry System)

Module – II

Origin and Analysis of Transactions-Source Documents-Systems of Book-Keeping-- Accounting Methods-Transaction-Event- -Accounting equation- Classification of Accounts - Rules for Debit and Credit-Books of Account..

Module – III

Recording of Transactions-

Journal- -Journalizing process-Simple and compound entries-Opening Entry-Role of General Journal

Ledger- - Meaning- Type of ledgers-Posting-Balancing of accounts.

Subsidiary Books-Sub-divisions of journal-Cash Book( Single column Two column)-Simple purchases Book and Sales Book>Returns Book -Advantages of special journal.

Module-IV

Trial Balance - Meaning and purpose -Preparation of Trial Balance .

Module - V

Financial Statements -Manufacturing, Trading and Profit & Loss Account - Balance sheet - Problems with simple adjustments.

Module - VI

Accounting for Non-trading Institutions-Receipts and payments account-Preparation of Income & Expenditure Account and Balance Sheet from receipts & payments account (simple problems)

Module-VII

Accounting from Incomplete Records-Single Entry: Features, Drawbacks-Computation of profit by Net Worth method-Final Statement of Affairs(Simple problems)

(Theory and problems may be in the ratio of 30% and 70% respectively)

Reference Books:

1. Grewal, T.S: Double Entry Book Keeping
2. Jain and Narang: Advanced Accountancy
3. Shukla and Grewal: Advanced Accountancy
4. Gupta and Radhaswamy: Advanced Accountancy
5. Gupta R.L: Advanced Accountancy
- 6 Prof. M. C.K.Nambiar Advanced Accounting

## Open courses:

### SDED01BCA : Introduction to IT and Programming in C

#### **Module -I**

Introduction to Computer, Hardware, The Parts a of Computer, Input Devices: Keyboard, Mouse, Touch Screen, Bar Code Reader, Scanners, Webcam, Biometric device. Output Devices : monitor (CRT and LCD), printers(dot matrix, ink jet and laser), Storage Devices: Floppy Disk, Hard Disk, CD ROM, DVD, USB drives. Types of memory : RAM, ROM, PROM, EPROM, Cache memory, register memory. Software , Types of software: system software, application software. Types of computer: Super computers, Mainframe Computer, Mini Computer, Micro Computer- Desktop Computer, Laptop Computer, Palmtop Computer/Digital Diary /Notebook /PDAs. Information Technology, IT Applications, Bluetooth.

#### **Module-II**

Representation of information. Number system (decimal, binary, octal and hexa decimal), ANSCII, EBCDIC. Compiler. Interpreter. Computer Languages: machine language, assembly language, high level language. Algorithm and flow charts. Open source program, Software license, Internet, web browser. Source code, Object code, Executable file, file extensions.

#### **Module-III**

Importance of C; Basic structure of C, Programming style, executing a C program. Character set, C tokens, Keywords, identifiers, Constants, data types, declaration of variables, arithmetic operators, logical operators, Relational operators, Assignment operators, Increment and decrement operators, conditional operators, Precedence and order of evaluation. Common programming errors. Input output functions : scanf(), printf(), getchar(), putchar().

#### **Module-IV**

Branching statements: simple if, if..else, nested if...else, else...if ladder, switch statement, go to statement. Looping statements: while, do...while, for loop. Break and continue statements. Arrays: one and two dimensional arrays. Defining and processing an array.

#### **Module- V**

Functions: User defined function- defining a function, calling a function, Parameter passing techniques. Library functions: strepy(), strcmp(), strlen(), sqrt(), etc. Structure and union:

definition, giving values to members, initialization and processing structure. Concept of pointers

(Introduction only).

**Text Book :**

1. ANSI C. E. Balagurusamy, McGraw-Hill Publication.

**References:**

1. Computer Basics and C Programming, V. Rajaraman, PHI, 2008
2. Programming with ANSI and Turbo C, Ashok N. Kamthane, 1st edn, Pearson Education.
3. Let us C, Yeshvanth Kanethkar, 3rd Edn, BPB,
4. Programming with C in Linux, NIIT, PHI.

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## OPEN COURSES

Course Title: KERALA ECONOMY

Course Category: OPEN COURSE

Course code: SDE3 D01 ECO

### OBJECTIVES

The objective of this course is to introduce some of the basic developmental issues of Kerala economy.

### MODULE-I Introduction

An overview of Kerala economy at the time of its formation-Unique features of Kerala economy-Kerala in the National economy

### MODULE –II: Productive Sectors: Agriculture and Industry

Features of Agriculture in Kerala-cropping pattern-Land Reforms-Agricultural Stagnation: causes and consequences. Industrial backwardness of Kerala- Traditional Industries: Problems and Prospects. New growth sectors-ICT.

### MODULE- III Service sector of Kerala

Role of service sector- Demographic transition- Education and health sectors- Energy Sector and Energy crisis- Development of banking in Kerala: Commercial and Co-operative Banks- Micro finance-Infrastructure development in Kerala- Unemployment and poverty- Gulf migration and its socio-economic impact- Decentralised planning in Kerala. Global Financial crisis and Kerala.

### References:

1. G.K.Chadha -WTO and Indian Economy- [Deep and Deep publications]
2. B.A. Prakash-Kerala's Economic development [Ed]
3. B.A.Prakash -Kerala's Economy [Ed] .sage.
4. P.P.Pillai -Kerala Economy- ,John Mathew Foundations
5. George.K.K -Limits to Kerala model of development,CDS

6. Meera Bhai.M -Kerala Economy-slumber to performance
7. M.A. Oommen. -Essays on Kerala Economy,Oxford & IBH.
8. M.A.Oommen -Kerala Economy since independence,Oxford & IBH.
9. A.Ashokan. Perspectives of Health Economics, Serial, Publications, New Delhi, 2009
10. K.C. Sankara Narayanan & V.Karunakaran -Kerala Economy.
11. K.V. Pavithran -Economics of power generation, Distribution and Transmission in Kerala, Serials Publication New Delhi.
12. A.C.K. Nambiar Socio-Economic conditions of gulf migrants. Common Wealth publishers, New Delhi.
13. K. Rajan Kerala Economy: Trends during the Post Reform Period, Serials Publications, New Delhi, 2009.

( Open Course-2)

**SDE 3D02 HIS :INDIA'S STRUGGLE FOR FREEDOM**

Credit- 4

**MOULE-I RESISTANCE AGAINST COLONIALISM**

Revolt of 1857-Nature, causes, and impact -administrative changes after 1857

**MODULE -II EMERGENCE OF NATIONALISM**

Concept of nationalism -Writings on Nationalism -causes of emergence of Nationalism -Formation of Indian National Congress -Moderate phase of national movement-Ideology programmes and methods.

**MODULE-III EXTREMIST PHASE**

Method of agitation- Rise of Extrimism- Partition of Bengal- Swadeshi Movement- Minto Morley Reforms- First World War and National movement- Home Rule League -Gadhar Party -Montague - Chelmsford Reforms.

**MOULE-IV EMERGENCE OF GANHI**

Champaran Sathyagraha -Rawlett Act- Khilafath and Non -Coperation Movement -Swarajist Party. Gandhian method of agitation -constructive programmes- Emergence of new forces -workers and peasants -Simon Commission -Nehru Report -Emergence of socialist ideas -Trade union movement - Revolutionary movements -Bhagath Singh -Surya Sen .

**MOULE-V TOWARDS FREEDOM**

Civil Disobediance Movement- Round Table Conferences. Poona Pact -Rise of Leftism in Congress- Growth of Peasant movements-Government of India Act of 1935 -National movement and world war II- Cripps Mission -Quit India Movement- Subhash Chandra Bose and INA- RIN Mutiny - Rise of Communal politics and its effects -Jinnah and Two Nation Theory -Mounbatten Plan -Indian Independence - Integration of Indian states .

**Essential reading**

A.R Desai	Social Background of Indian Nationalism
.....	Peasant struggles in India
Bipan Chandra	India's struggle for Independence
.....	Nationalism and colonism in Modern India
.....	Modern India
.....	communication Modern India
.....	India after Independence
Darshan kumar and Tapan Roy Chodhari	Cambridge economic in India
D.N Dhanagare	Present movement in India
Sumit sarhar	Modern India 1885-1947
R.C Manjumdar	History of India's Struggle for Freedom
bidyut Charkraborty (ed)	Struggle for Freedom
Ramachandra guha	Communal Identify in India
Jawaharlal Nehru	India after Gandhi
	Discovery of India

**QUESTION PATTERN**

Duration 3 hours Total Weight age 25

- Objective type (A bunch of four questions) Weight age 1
- Match the following (A bunch of four questions) Weight age 1
- Short questions Answer any seven out of Nine questions Weight age 1x7=7
- Shot essay Answer any six out of eight questions Weight age 2x6=12
- Essay type Answer any one out two questions Weight age 1x4=4



ചലച്ചിത്ര പഠനങ്ങൾ (ഓപ്പൺ കോഴ്സ്)

കോർ കോഴ്സ് SDE-3D-OP-MAL-01

ക്രെഡിറ്റ് - 04

ലക്ഷ്യം - സിനിമാസ്വാദനശേഷിയും സിനിമാഭിരുചിയും വളർത്തുക

മൊഡ്യൂൾ 1:

ചലച്ചിത്രം എന്ന കല - ചലച്ചിത്രത്തിന്റെ ശസ്ത്രീയ രത്നം - സിനിമയുടെ വിഭജനങ്ങൾ - കഥ - കഥേതര സിനിമകൾ - ഹ്രസ്വചിത്രങ്ങൾ

സിനിമയുടെ പരിണാമങ്ങൾ - ലൂമിയർ സിനിമ - നിശ്ശബ്ദസിനിമ - ഇന്ത്യൻ സിനിമ - മലയാള സിനിമ

പഠനമാതൃക - വിദേശസിനിമ:

- 1. ബാറ്റിൽഷിപ്പ് പൊട്ടെംകിൻ : ഐസൻസ്റ്റീൻ
- 2. റാഷമോൺ : അകിര കുറസോവ
- 3. ദി ഗ്രേറ്റ് ഡിക്ടേറ്റർ : ചാർളി ചാപ്ലിൻ

മൊഡ്യൂൾ 2 - ഇന്ത്യൻ സിനിമ:

പഥേർ പാഞ്ജലി : സത്യജിത് റായ്

മൊഡ്യൂൾ 4:

മലയാള സിനിമയുടെ വികാസ പരിണാമങ്ങൾ - സാമാന്യ അവലോകനം

വിശദ പഠനം - തിരക്കഥയും കലാമൂല്യവും

- 1. എലിപ്പത്തായം : അടൂർ ഗോപാലകൃഷ്ണൻ
- 2. വാസ്തുഹാര : അരവിന്ദൻ

മൊഡ്യൂൾ 4 - വിശദപഠനം:

സിനിമയും സമൂഹവും : കെ. വേലപ്പൻ  
(കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്)





സഹായകഗ്രന്ഥങ്ങൾ

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|---|--|
| 1. ചലച്ചിത്രത്തിന്റെ പൊരുൾ                  | : വിജയകൃഷ്ണൻ   |
| 2. സിനിമയുടെ ലോകം                           | : അടൂർ ഗോപാലകൃഷ്ണൻ                                     |
| 3. സഞ്ചാരിയുടെ വീട് - റായ് സിനിമ - ഒരു പഠനം | : ഐ. ഷൺമുഖദാസ്<br>(കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്)       |
| 4. കാഴ്ചയുടെ അശാന്തി                        | : വി. രാജകൃഷ്ണൻ  |
| 5. ചലച്ചിത്ര സമീക്ഷ                         | : വിജയകൃഷ്ണൻ   |
| 6. 25 ലോകസിനിമകൾ                            | : ജി. പി. രാമചന്ദ്രൻ<br>(ചിന്ത ബുക്സ്)                 |
| 7. അടൂരിന്റെ ചലച്ചിത്ര യാത്രകൾ              | : എം. എഫ്. തോമസ്                                       |
| 8. സത്യജിത്ത് റായ്‌യുടെ പഥേർ പാഞ്ച്ജലി      | : കെ. വി. രാമൻകുട്ടി<br>(കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്) |
| 9. വിശ്വാതര തിരക്കഥകൾ                       | : വിജയകൃഷ്ണൻ   |
| 10. മൊണ്ടാഷ് - പാഠവും പഠനവും                | : നീലൻ<br>(മാതൃഭൂമി ബുക്സ്)                            |

## SDE Open courses Mathematics

**BUSINESS MATHEMATICS**

No. of contact hours: 36

No. of credits :2

*Aim of the Course:* To update and expend basic knowledge of Mathematics.

Objective of the course – To review the basic concepts and knowledge in differentiation and integration

To impart skills to enable students to use mathematics in business studies.

**Course details:****Module – I**

Function, limit and continuity – definition – Differentiation – rules of differentiation – parametric function logarithmic differentiation – successive differentiation – application to Business – local maximum and local minimum Integration – rules of integration – some standard results – application to Business – consumer's surplus – producers surplus – investment and capital formation.

**Module -- II**

Basic mathematics of Finance – nominal rate of interest, effective rate of interest - continuous compounding – compound interest – present value – interest and discount – rate of discount – equation of value – depreciation

Text: B.M Aggarwal: Business mathematics and statistics Ane Books Pvt. Ltd.

**Reference :**

Shanthi Narayan : Differential Calculus

Shanthi Narayan : Integral Calculus

**Sd/-**

**Prof:K V George**

**Chairman, BOS in Mathematics(UG).**

**B A POLITICAL SCIENCE**

**OPEN COURSE SDE 3D01POL**

**HUMAN RIGHTS IN INDIA**

- Unit I      Genesis of Human Rights in India  
Ancient India, Islamic Era, British India, The Constituent Assembly, Post-Independent period
- Unit II      Human Rights Laws and Institutions in India  
a) constitution - relevant Articles, critical appraisal  
b) Judicial protection of Human Rights  
c) Human Rights specific elements of national enactments in India  
d) National Human Rights Act-NHRC, SHRC and Human Rights Courts  
e) Right to Information Act
- Unit III      Civil Society and Human Rights Movements in India  
a) Human Rights activism in India  
b) Civil society responses  
c) NGO's  
d) New social movement  
e) Human Rights and Media activism
- Unit IV      Issue specific themes in Human Rights:  
children, caste, women, Refugees, displaced, asylum, minorities, disabilities, dalit, police,  
bureaucracy, migrants, terrorism, fundamentalism, emergency, culture
- Unit V      *The future of Human Rights in India:*  
Problems and Prospects

1. Baxi Upendra (ed.) *The Right to be Human*, Lanecr, Delhi, 1987.
2. Beetham, David (ed.) *Politics and Human Rights*, Oxford, Blackwell, 1955.
3. Desai, A. R. (ed.) *Violations of Democratic Rights in India*, Popular Prakashan, Bombay, 1986.

4. Evans, Tony – *The Politics of Human Rights: A Global Perspective*, London, Pluto Press, 2001.

6. Iyer, V. R. Krishna, *The Dialectics and Dynamics of Human Rights*, Lokayan, Delhi, 1991.

7. Kothari Smitu and Sethi, Harsh (ed.) *Rethinking Human Rights*, Lokayan, Delhi, 1991.

9. Saksena, K. P. (ed.) *Human Rights: Fifty Years of India's Independence*, Delhi Gyan, 1999.

10. Subramaniam, S – *Human Rights: International Challenges*, Manhor, Delhi – 1997.

11. G. Hargopal, G. (1997). *Political Economy of Human Rights : Emerging Dimensions*, Himalaya Publishing House.

12. Mohanty, Manoranjan and Partha Nath Mukherji and Olle Tranguist, (1998). *Social Movements and the State in the Third World*, Sage.

13. Baxi, Upendra, (2002) *The Future of Human Rights*, Oxford University Press

**Articles:**

1. Ray, Ashwini. *Human Rights Movement in India*, *Economic and Political Weekly*, August 9, 2003.

2. Mohanty, Manoranjan. (2002) *The Changing Definition of Right in India* in Sujata Patel, Jasodhara Bagchi, and Krishna Raj (eds.) *thinking Social Science in India*, Sage, New Delhi.

KANNUR UNIVERSITY  
B.A PROGRAMME IN SOCIOLOGY

Open course –V

(Credit -2)

Social Psychology

**Objectives:**

3. The course aims to provide a basic understanding on psychological concepts.
4. It also links the Sociological approach with the human psychological perspective on understanding human society.

**Module I. Scope and Methods of Social psychology**

- 1.4 Nature, Scope and methods of social psychology
- 1.5 Human Behaviour – Characteristics of Human behaviour, motivation and Human behaviour – Biological and psychological Drives- Instincts and Human behaviour.

**Module II. Social Interaction**

- 2.1 Social Perception – Perceptual process in Infancy – Cognitive theories – Influence of wants and goals.
- 2.2 Language and Communication  
Communication behaviour – Language and Communication signs, signals, symbols –Language and Culture –Language and Socialization.
- 2.3 Socialization - Meaning, Stages, Theories of Socialization - C.H. Mead, C.H Cooley Sigmund Freud.

**Module III. Self and Personality.**

- 3.4 Self – an integration concept – stages and growth of self – internalization of Self - Perception – Ego involvement
- 3.5 Personality – Definition, Types of Personality – Personality traits – Growth and Development of Personality, Heredity and Personality.
- 3.6 Environment and Personality, Culture and Personality.

**Module IV. Public Opinion, Propaganda and Prejudice**

- 4.1 Public Opinion - Nature and its importance –Formation of Public Opinion - Media of mass Communication.
- 4.2 propaganda. Meaning of Propaganda – Technique of Propaganda  
Prejudice – its nature, origin of Prejudice - Stereo types – Groups, Prejudice in India.

**Module V. Collective Behaviour**

- 5.1 Mass Behaviour - Crowd, Audience, Fashions, Fads, Craze, Rumors.
- 5.2 Social Conflicts and their Resolution.  
Tensions and Conflicts – Various Problems in Indian Society leading to Conflicts – Gandhian techniques of Conflict resolution.

**References:**

1. All Port. F.H. Social Psychology - Doston Houghten
2. Kretch and Crutch field R.S. - Individual in Society
3. Ginsbery, M. - The Psychology of Society, London
4. Kretch and Crutch field - Theories and Problems of Social Psychology.
5. Kuppuswamy B - An Introduction of Social Psychology.

SCHOOL OF DISTANCE EDUCATION  
Open Course  
Subject- Statistics

**OPERATIONS RESEARCH (4 credits)**

**Unit I: Linear Programming Problem:** Introduction to Operations Research – Mathematical formulation of LPP, basic solution, basic feasible solution, graphical method to solve two variables LPP, Slack, and Surplus variables, Duality in LPP. (concept and definition only)

**Unit II: Transportation and Assignment problem** - Balanced and Unbalanced transportation problem, North- West Corner rule, Vogel's approximation method, Assignment problem- Hungarian algorithm.

**Unit III: Game Theory**-Characteristics of a game-Strategy-Payoff-Two person zero sum game-maximin- minimax principle-saddle point and value of the game- game with and without saddle point- solution of  $2 \times 2$  game-graphical method for solving  $2 \times n$  and  $m \times 2$  games- Dominance property.

**Unit IV: Network Scheduling** by PERT/CPM-Network and basic components- Rules of network construction- Time calculations in networks- Critical Path Method (CPM)- Programme Evaluation and Review Technique (PERT)- time estimates used in PERT and variance of activity

**References:**

1. Linear Programming - Gupta & Manmohan ( Sulthan Chand & Sons )
2. Operations Research - S.D.Sharma (Sulthan Chand & Sons)
3. Operations Research - S.Kalavathy ( Vikas Publishing House Pvt Ltd )

**Weightage including choice:**

Unit I	13
Unit II	12
Unit III	10
<u>Unit IV</u>	<u>10</u>
Total	45